

If Your Store is Filled With the Best

In Drugs, Drug Sundries, Stationery, Boudoir Necessities, etc., it is always a pleasure to show goods. At our store you are never disappointed. We have a complete assortment at all times and are pleased to have you call. Make yourselves at home with us.

Lubbock Drug Company

Phones 152-597

"The Yellow Front"

Lubbock, Texas

THE LUBBOCK AVALANCHE

Published Every Thursday by
THE AVALANCHE PUBLISHING COMPANY
(Incorporated)

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Editor and General Manager

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Advertising Manager

Entered at the Postoffice at Lubbock, Texas, for transmission through the mails as second class matter

One Year \$1.50 Six Months 75c (Strictly in Advance)

ADVERTISING RATES:—Locals 10 cents per line each insertion (no ad taken for less than 30 cents). Display advertisements 20 cents per single column inch per week; special rates for year contracts; 25 cents per inch for 3 inches or less. Cards of thanks, 1c per word; resolutions, obituaries, 1/2 cent per word. Church advertisements, where a revenue is derived therefrom, 10 cents per line. Professional cards \$1.00 per month for 1 inch space or \$10 per year if paid in advance.

Phones: Business Office 14; Residence 242

A LIABILITY—OR AN ASSET?

We don't need to be told that war is wasteful. We have already surmised it.

If generals of all ages, from Sennacherib to Napoleon, can watch us from their present habitation, they will take on an increase of cynicism. They were probably cynical enough before they died.

They learned the futility of trying to create something by a policy of destruction, and must feel some disappointment at this epoch. We have learned nothing from their mistakes.

We build cathedrals, and shoot them to bits with cannon. We raise and educate a generation to make hecatombs of it.

Most of us have at least the excuse that we are fighting to destroy something that hoped for aggrandizement out of conquest. But it is absurd that such a policy should have survived Sennacherib. Angels weep, the poets tell us, but at times they must feel tempted to laugh.

And yet, for us in progressive America, the process is not one of waste. Our young men will return

from France with a developed efficiency heretofore undreamed of.

Have you ever read figures giving details of the system of piping that carries water to the battle-front? As the front changes the system changes, and the new formations can never be foreseen. Here are problems which our young engineers learn to solve with a speed and precision never developed in time of peace, because they were unnecessary.

Do you know that armored tanks charge into battle with telephone wires laid out to keep them in touch with the main command? Field batteries also manoeuvre without failing to get answers to "Hello Central."

Do you know that by teamwork, forty American soldiers erected a steel bridge over a hundred feet long in five minutes? We didn't need to do these things in time of peace; so we didn't learn how.

In scores of other ways young Americans in France daily achieve the impossible. The fruits of their experience will be reaped in America—when peace is declared.

Many peaceful trades are danger-

ous. The half-built skyscraper, the railroad, the machine-shop daily make work for the surgeon, but in half a century surgery would never have made the strides that it has made in four years of war. Even the telephone wire is now used to locate an internal wound, and this is only one of thousands of expedients lately devised for relieving human pain.

War is wasteful; but for that very reason it teaches conservation and inventiveness.

A MATTER OF EDUCATION

Lubbock is known all over west Texas, and especially the plains country, as one of the best towns of its class in Texas, and that is saying a great deal, as there are very many good towns in Texas in Lubbock's class. In regard to advertising being a first class business builder, the Avalanche knows what it is talking about because the business people of Lubbock are unusually liberal advertisers. Not only is this the case in a few of the leading lines of business, but it is true in every line, it makes no difference how small the business the Lubbock man knows that advertising is the channel by which to reach the people.—Jocksboro Gazette.

It is largely a matter of education after all. The merchants here have been educated to the necessity of advertising, and the people likewise have become accustomed to looking in the paper for the advertisements each week, so that it becomes necessary for the merchant to place his ad there, for the information of his customers, and the merchants finds that the newspaper advertisement is the best advertising there is, the cheapest and most effectual, hence he continues each week to give the readers his best offerings and they appreciate it, and subscribe for the paper that they may have before them each week a complete directory of the business institutions in the city and what they are doing. The people of this section of the country expect the merchants to advertise, and if they do not they are not in the swim, and that kind of merchant does not stay in Lubbock very long. He would feel like a drone in a bee-hive. The merchants have the goods, the prices, and the Avalanche furnishes a large congregation for them to talk to each week, and the readers watch the ads in the Avalanche. A great combination, and it works good in progressive Lubbock.

KEEP YOUR LIBERTY BONDS

Hold to that bond. You invested to help send the boys across. They are over now, at grips with the German monster. You expect them to hold on—hold on till the last vestige of autocracy is crushed out of him. Then you, too, must hold on—must keep your enlisted dollars invested on the fighting line.

It isn't the hooray of a campaign that wins a war. It's the will to hang on, to make sacrifice today, that tomorrow may bring victory.

And your investment. Those bonds are the safest investment you ever made. Don't be lured into exchanging them for the "securities" of some suave get-rich quick operator. Big returns may be promised but the bigger the promise returns the bigger the risk.

If you have to have money, take your bond to any bank and use it as collateral for a loan. There is no security the banker would rather have—nothing on which he will lend more willingly.

Don't use bonds to buy merchandise. The average merchant accepting your bond in trade, sells them immediately, thus tending to lower their market price and taking away from the buyer of your bond the ability to lend a corresponding amount of money to his Government. Liberty Bonds are meant to help your country at war; are meant for investment and to provide an incentive for saving and a provision for the rainy day.

Hold fast to your Liberty Bonds. Hold fast for the sake of the boys "Over There." Hold fast because it is good business.

The Liberty Loan Starts September 28th. Got Ready?

Your Bit or Your Best?



SS W. S. S. SS W. S. S. SS

FAIR WEATHER PATRIOT
OR REAL AMERICAN
YOUR W. S. S.
INVESTMENT IS THE
ANSWER

The Minimum W. S. S. Investment is \$20 Per Capita—One Must be a Minimum American to Make and Pay a Minimum Pledge if Able to do Better

DON'T BE A MINIMUM—BE
A MAXIMUM

YOUR ABILITY IS THE ONLY LIMIT

PAY THAT PLEDGE AND DIG
DEEPER FOR W. S. S.

Patriotically Contributed to the Winning of the War by

Avalanche Publishing Co.

LET US HELP YOU TO SERVE UNCLE SAM

Fair Price List—by Lubbock County Price Interpreting Committee

Below will be found the prices set by the Lubbock County Price Interpreting Committee. It will be noted that not only the prices to the consumer are given, but the prices to the retailer himself. Please remember that the first price to the consumer is figured on a cash-and-carry basis, the second on a credit and delivery basis.

Product	Size	Retail pays	Consumer pays
Corn Flour, per lb.		6 1/4 c to 6 3/4 c	7 1/4 c to 8 1/4 c
Pearl Corn Meal, per lb.		5 1/4 c to 5 1/2 c	6 1/4 c to 6 1/2 c
Cream Corn Meal, per lb.		6 1/4 c to 6 1/2 c	8 c to 8 1/4 c
Rolled Oats, per pkg.	Small	10 c to 10 1/4 c	12 1/4 c to 15 c
Rolled Oats, per pkg.	Large	24 1/4 c to 26 c	32 1/4 c to 35 c
Barley Flour, per lb.		8 1/4 c to 8 1/2 c	10 c to 10 1/2 c
Rice Flour, per lb.		11 c to 11 1/4 c	13 c to 14 c
Flour, broken lots		6 1/2 c	7 1/2 c
Flour	48 lb. sacks	\$2.94	\$3.15 to \$3.25
Corn Starch, per pkg.		8 c to 9 1/4 c	12 1/4 c to 15 c
Fancy Head Rice, per pkg.		10 1/2 c	13 c to 15 c
*Sugar, per lb.	2 & 5 lb. lots	8.60c	10c
*Sugar, per, per lb.	25 lb. lots	\$2.30	\$2.50
Lima & Navy Beans, per lb.		15c	18 1/4 c to 20c
Pink & Speckled Beans, per lb.		9 1/4 c to 10 1/2 c	12 1/4 c to 13 1/4 c
Pure Lard	10 lb.	\$2.80	\$3.35 to \$3.50
Pure Lard	5 lb.	\$1.35	\$1.50 to \$1.75
Crisco	6 lb. pails	\$1.65	\$1.95 to \$2.10
Crisco	9 lb. pails	\$2.47 1/2	\$2.90 to \$3.10
Crisco	3 lb. pails	\$4 1/4 c	\$1.00 to \$1.10
Crustine	8 lb. pails	\$1.70	\$2.00 to \$2.15
Crustine	4 lb. pails	85c	\$1.00 to \$1.10
Cottolene	Large	\$2.44	\$2.85 to \$3.00
Cottolene	Medium	95c	\$1.10 to \$1.20
White Swan Shortening	Large	\$1.58	\$1.90 to \$2.00
Snowdrift Com.	Large	\$2.18	\$2.60 to \$2.70
Snowdrift Com.	Small	\$1.12	\$1.35 to \$1.40
White Swan Shortening	Medium	91 1/4 c	\$1.00 to \$1.10
Condensed Milk, per can	Small	5 1/2 c	6 1/4 c to 7 1/4 c
Condensed Milk, per can	Large	9c to 11 1/4 c	12 1/4 c to 14c
Potatoes, per hundred lb.			\$4.50 to \$5.00
Potatoes, under 100 lb.			\$3.75 to \$4.00 to \$4.25
Flake White Com.	Large	\$2.22	\$2.65 to \$2.75
Flake White Com.	Small	\$1.08	\$1.30 to \$1.35

*Sugar when brought in by express or local freight, one cent per pound extra.

FLOUR SUBSTITUTES: For fear there may be in the minds of some a misunderstanding as to proper substitutes to be sold with flour, on the basis of fifty-fifty, we give you the following list of substitutes: Barley flour, Buckwheat flour, Corn flour, Potato flour, Rice flour, Corn grits, corn meal, Corn starch, Rice, Rolled Oats, Pasteria flour, Hominy, Oatmeal, Soy bean flour.

It must be understood, positively, package breakfast foods, such as Cream of Wheat, and Corn Flakes are not allowed as a substitute with the sale of flour.

WHEN A NATION WEEPS

Love, laughter and song are normal attributes of the human race. People, whose lives are cast along normal lines find it easy to laugh and sing and when the heart can respond to the above propositions it is easy enough to love. With the average American there is universal tendency to laughter and song because of the fact of freedom being preponderant. And when America weeps it is through a feeling of sympathy for those who are less fortunate.

We weep today because of the sins of a monster who has thrown the world into tumult through bestial desire to rule. Rulership through force is a condition of mediocrity, a condition that belongs to what we are pleased to term the dark ages. And the Kaiser, in the face of all the opportunity the world has enjoyed since the days of Luther has shut his eyes to the light and is groping in darkness.

Grief has its gradations the same as all other emotions. The grief of Belgium and France is far different to the grief of America at this time. Belgium and France are bowed in grief from the efforts of personal contact with the hordes of brutal huns that devastated their country and trod under foot every law of decency and right. The grief of America at this hour is more a question of sympathy for the oppressed. And beneath our grief is a smouldering fire of wrath that will flare up and sweep from the face of the earth the enemies who have forced this war upon us.

We grieve today because the heart of America beats for all humanity. We are sending the flower of our fair land over sea to right the wrongs that have been heaped upon those who were not strong enough within themselves to save their homes against attack. The cloud has appeared in the sky, at first no bigger than a man's hand, but it is spreading and will continue to spread until it covers the whole terrain and France, Belgium, Italy, Russia, Roumania, Austria-Hungary, Greece and those other nations will be free in very truth.

There has always been glory in our citizenship but today, as never before in our history has American citizenship counted for so much. We are the evangelists of earth. The whole world is looking to us to right the wrongs that seek to overthrow all the efforts of all mankind for the right since Christ came to earth. And while our nation weeps, at the same time, beneath it all there rests secure a firm resolve to do and die that right shall triumph and love, laughter and song prevail.

Ours is not a hopeless grief but a grief born of the human sympathy that will grow and spread until the whole world will come to know and feel the security of universal brotherhood, based on the fatherhood of the living God. And those of us who are wearing our citizenship straight will come into full fellowship with the reward that awaits us at the end of the road.

We will gain all, we have all to gain. The spirit of sacrifice is abroad in the land and to gem through sac-

rifice is the highest possible human attainment. For unless we are willing to give to the utmost we are unworthy to be called citizens of this most glorious of all republics and in the giving, the willingness to sacrifice will be found our measure of fitness to lead mankind into the light of love, laughter and song, which in its last analysis means justice, truth and right.

Nothing matters just now except to win the war. And in order to win we must give aid without stint, fully and freely.

Let us think deeply of the task before us and determine in our heart of hearts that we will never falter until peace is won and the sunlight brought into the darkened homes of those who have been trampled under foot by the beast of Berlin: a peace that will make possible or restore to them—love, laughter and song—Democracy made safe for the world.

JNO. F. TURNER.

Dr. A. J. Wimberly left this morning for Lubbock to attend the West Texas Dental Association. He was joined here by Drs. Harkrider, Happle and Ellington from Big Spring. The association will continue in session two days.—Sweetwater Reporter.

Mr. and Mrs. E. L. Harlan, of Higgins, Texas, have spent the week visiting at Sunshine Ranch with Mr. and Mrs. H. L. Zollars. Mr. Harlan and family made the trip in their car, and were very much pleased with Lubbock and the adjoining country.